

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion – Image Bank Building with shooting of 1650 images across 7 divisions - Sanction of Rs.9,83,150/- and Release of 50% towards initial payment to M/s. Stark Communication Pvt., Ltd, Cochin - Orders – Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No. 718

Dated:19-07-2010

Read the following :

1. PE No.08-09/958, Dt.26-09-2008, for M/s. Stark Communications Pvt. Ltd., Cochin.
2. Letter.dated:14-12-2009 from M/s. Stark Communications Pvt. Ltd., Cochin.
3. Govt.Lr.No.3180/PMU/DDC/2009, Dt.21-12-2009 of YAT & C (PMU) Department.

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**ORDER:**

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been developing shooting images highlighting Tourism Destinations of Andhra Pradesh on a regular basis, as a part of promotional initiatives. M/s. Stark Communications Pvt. Ltd., Cochin, has been entrusted with the job of Print Campaign – Promoting the destinations National and International Development of the Image Bank Building with shooting of 1650 images using high resolution digital lens across 7 divisions namely: 1.Hyderabad, 2.Kurnool, 3.Tirupati, 4.Vijayawada, 5.Nagarjuna Sagar, 6.Rajahmundry and 7.Vizag. These images needing for various number of elements, the details of which are as follows:

1. Out door Campaign – Hoarding, Digital signage's in Airports, Railway Station, Bus Stations etc.
2. Large Posters – Exhibitions, Trade Shows, Road Shows
3. Large panels, which we will be doing in the International Road Shows.
4. Brochures – Themed and destination Brochures
5. Leaflets – Adaptation of the destination Brochures
6. Individual cluster Leaflets promoting the various district conclaves
7. Advertorial – International and National
8. Website – Fresh images on the website
9. Ambient Media – In the malls, multiplexes, gang ways, etc
10. Destination Books
11. Banners on Popular sites
12. Give away – Post cards and posters
13. Kiosks –1
14. Images for the stall design
15. Back drops – Stage Back Drops

The total cost of the above project is Rs.9,83,150/- including service tax payable to M/s. Stark Communications Pvt. Ltd., Cochin. Accordingly, a work order has been issued vide reference 1<sup>st</sup> read above. Upon receipt of the order the above said agency has requested for release of 50% of the total amount i.e., Rs.4,91,575/- as advance, as they need to hire the photographer and also to make the arrangements for the shoot.

2. Government after careful examination, hereby order for release an amount of Rs.4,91,575/- (Rupees Four Lakh Ninety One Thousand Five Hundred and Seventy Five only) towards advance payment in connection with Image Bank Building with shooting of 1650 images across 7 divisions, to M/s. Stark Communication Pvt. Ltd., Cochin.
3. The amount sanctioned at Para 2 above shall be debited to the following Head of Account:  
“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (13) – Tourism (PMU) – 500 – Other Charges – 503 – Other Expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 2 above, in favour of M/s. Stark Communications Pvt. Ltd., Cochin, after deducting Tax, payable to the Income Tax Department.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**JAYESH RANJAN  
SECRETARY TO GOVERNMENT (T)**

To,  
M/s. Stark Communications Pvt. Ltd., Cochin  
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

**Copy to:**

The YAT & C (PMU- Claims) Department.  
SF/SCs

**//Forwarded:: By Order//**

**SECTION OFFICER**